

Generate Sales



Store 720 staffers, Orlando, Fla., discuss the merits of wearing sports clothes to work during the "Fun in the Sun" promotion. Left to right: Marie Wells, personnel supervisor; Robert Ross, manager; and Raymond Lowson, assistant manager.



Kresge shoppers review painting of the Dallas Art Society on the sidewalk "gallery" outside 739, Irving, Tex.



Seven Kresge, foreground, and Sandra Schub, great shoppers amid boats, lawn furniture and beach accessories at the sidewalk promotion at 750, St. Petersburg, Fla.

Orange, Tex., 729—Warren Capones became 729 as assistant manager after serving nine months of active duty with the Marines. He replaced Clyde Stevens who was transferred to 753, Phoenix, Ariz. . . . Linda Fox, daughter of Manager Jerry Fox, will enroll for nurse's training this fall . . . The Kresge bowling team anticipated a trophy for its season's average.

Birmingham, Ala., 732—The employees enjoyed the store picnic held in July at Holiday Beach . . . The staff was hardly able to keep up with the many changes in management. Manager Ralph Waggett was transferred to 772, Birmingham, Ala.; John Worrell, assistant manager, transferred to 610, Mt. Rainier, Md., as the manager; Donald Gant became the new assistant manager. Russell Arnold became the new junior assistant and Thomas Crawford became the new trainee . . . Mr. Lewis Beatty from 570, Wyandotte, Mich., is the new manager.

Store 738 Wins Southern "Katy" Title

Chattanooga, Tenn., 726—The staff worked hard on the Katy Charge Contest and it paid off by making 738 top winner in the Southern region . . . Earl Smith received a promotion to assistant manager of 772, Birmingham, Ala. . . . A party was given for Jerry Hopkins, stockroom manager, who transferred to 764, Las Vegas, Nev.

Irving, Tex., 730—The Dallas Art Society put on an exhibition in Plymouth Park and used the sidewalks as galleries. 730 profited from the many people who attended and later shopped in the store . . . Employees set up a platform in the front area of the store and featured a style show of Kresge apparel. Frances Clayton, bookkeeper, narrated each afternoon show . . . New Assistant Manager Jim Love was welcomed by the staff.

"Fun in the Sun" at 744 Brings Charge Accounts

Oklahoma City, Okla., 744—Over 1,000 new charge accounts were opened in the week-long combined "Fun in the Sun" promotion and charge contest. Customers curiously asked why dollar bills were dangling from employees' lapsels. Many bought so many purchases that they ended up using their "courtesy charge" before going home. The three staffers who solicited the most charge applications were Sophie Howell, fountain; Reatha Gooch, electric department head, and Beulah Wilson, cashier. All during the week employees doffed sportswear and casual clothes. On the mall, in front of the store, lawn furniture and barbecue grills were displayed . . . The Kresge bowling team wound up the season in second

place after holding first place until the last three games.

Baton Rouge, La., 746—The winning team of the basket contest was served a Saturday morning breakfast by the losing team. Those receiving the breakfast were winning members Lois Lord, Lorin Bentzel, Ann Lott, Bernice Gentry, Emmie McMorris . . . The staff welcomed Howard Fanguer as junior assistant manager and hoped he would stay with 746 for a long time.

St. Petersburg, Fla., 750—Customers and employees enjoyed a lot of fun and sun in the store's "Fun in the Sun" promotion. A sidewalk promotion with models and a wide display of boats, beach toys and patio furniture interested the customers. Many ice cream sandwiches and submarine sandwiches were sold to hungry customers . . . The staff had been staying in the "Fun in the Sun" day when it was for a picnic at Sunken Skyway Park.

Bloomington, Ind., 1074—Krege welcomed a new junior assistant manager, Roy Sims, who came from 14, Wheaton, Md. . . . The former junior assistant manager, Kelvin Harp, was transferred to 172, Washington, D.C. The staff wished both of these men luck in their new stores.

Hawthorne, Calif., 718—The California temperature is in the upper registers, the sun is everywhere and swim suits and barbecues are selling at 718 . . . Many staffers have returned from vacations and are busy telling their experiences . . . Assistant Horace Coon and Betty Faulkrod have transferred to 708, Tustin, Calif. Staffers at 718 wish them success in their new surroundings.

Phoenix, Ariz., 722—Co-workers wished David MacGregor luck on his promotion to assistant manager of 751, Phoenix, Ariz. . . . Marcelline Serrido is new head of departments 41, 7 and 24, while Peggy Lyons has been promoted to department head of 26 and 36 . . . The stockroom, managed by Weller Brockman, received a 100 percent efficiency check during the latest complete store check.



Personnel supervisor Edna Schenck cuts the birthday cake while Manager Kenneth E. Nasse leads employees in the singing of "Happy Birthday" to one-year-old 751, Tucson, Ariz.



Adding to the town display for the "Fun in the Sun" promotion at 744, Oklahoma City, Okla., are casually-dressed staffers. Left to right: Mike Lester, William Horn and Joseph Richards, assistants.

Come One, Come All

This was the invitation sent by Arnold Wagstaff, assistant manager of 582, Bloomfield, N.J., to all managers and assistants of Krege stores in northern New Jersey. Reporting the affair, Assistant Wagstaff wrote:

"I and my two sons arrived early and set up tables before the others came. The early comers included Manager and Mrs. Arthur Camire, 582, Bloomfield; Manager and Mrs. Leonard Schaefer, 606, Morristown; Assistant Manager and Mrs. Bruce Conant, 382, Montclair; Assistant Manager and Mrs. Joe Ruhland, 75, North Plainfield; and my wife.

"We waited on hour and a half for Gene White, assistant manager of 111, Irvington, who was bringing his fiancée and Manager and Mrs. John Reilly, 111, with him. Mr. White had decided to take a short cut! When the bloodhounds finally tracked him down on the other side of the mountain, we were ready to eat.

"While Leon Schaefer and Art Camire heated bottles for the babies, I guarded the drinks, Joe Ruhland and Bruce Conant played with the children. Gene White held hands with his fiancée and our wives sat in a circle and complained of the hours we husbands put in at work.

"In the afternoon we had contests. The hardest part was making sure that everyone won a prize. Paul Reilly won the 'Dead horse' contest off the others.

"The day ended with another grand feast from chef Len Schaefer and everyone made plans to have many more outings together before the picnic season ended."



Get ready! Get set! Go! Children of managers and assistant managers from northern New Jersey stores anxiously await the signal to begin the big race at a picnic for Krege management.

Regular Suggestion Awards

Report 201

No.	Name	Store Date	Subject	Awarded Date
P2429	E. H. Garrison	6/9	New tag signs	6/10
E1040	Mina Moore	6/7	Check-out register form	6/10
F14091	Ambridge Edgar	6/12	Register signs	6/10
F22460	Edgar Ambridge	6/12	Check-out register	6/10
E24861	Gladys Bealeh	6/8	Fountain improvement	6/10
F20449	Kenneth Butler	6/8	Tuck boxes change	6/10

Central Region

P1103	Ruth Mary Moran	6/8	New tag signs
F12202	Russell Shearer	6/10	Check-out register form
F22336	John C. Morris	6/10	Register signs
F22338	Thelma Nodess	6/10	Check-out register
F22339	Beatrice Clamps	6/10	Fountain improvement

Eastern Region

P1103	Ruth Mary Moran	6/8	Portable tag packages
F12202	Russell Shearer	6/10	Advertising in new stores
F22336	John C. Morris	6/10	"Topless" sign sheet
F22338	Thelma Nodess	6/10	Security package change
F22339	Beatrice Clamps	6/10	Import bags marked

Midwestern Region

G140	Robert Thrasher	5/4	"Civil War" sale
F10451	Maxine Long	5/1	Inventory markings
F14182	Donald B. H. Lander, Jr.	5/7	Loyalty card improvement
F22460	Allyson Voss	5/8	Card—"Special sales" stamped
F22461	Elaine K. Winkler	5/8	Inventory marking improvements
F22705	Ann Winslow	5/8	Children's clip sun glasses
F22800	Ann Winslow	5/8	Glasses pricing
F22801	John Lester	5/14	New stamping dye
E44207	John Klein-Wastrik	5/15	Brush Identification
E44254	Wesley Williams	5/20	Carton improvement
E44324	Wesley Williams	5/20	Transogram game rules
E44338	Wesley Williams	5/20	Brayton sets improved
E44471	Margaret Morris	5/20	Lingerie revision

Southern Region

G1105	Jack M. Hall	7/9	Credit customer night
F12061	John Spindler	7/9	Special "Florida" sale
D47855	D. L. Henklein	8/1	Form 681 improved

Topnotchers

G1105	Roger Lindsey	7/9	Package removal method
F12061	Max R. Miller	7/9	Special "Florida" sale
CO	Don Devittion	8/1	Layout-grid lined paper

Merit Certificates

Name	Store	Amt.
Mary Roma Hanson	60	\$5
Margaret Howe	587	\$5
Elizabeth Kelly	8	\$5
Katheryn Oldfield	297	\$5
James Sutherland	376	\$5
Iris Underwood	425	\$5
Richard L. Weiss	275	\$5
Johnnie Whittle	128	\$5
Wesley Williams	296	\$5